

SUMMARY

Service Convenience Analysis As An Effort to Increase Admission in the Room of Obstetrics and Gynecology in Aisiyiah General Hospital Ponorogo

Aisiyiah General Hospital is one of type C private hospital in Ponorogo that has the duty and function to provide health care professionally. In the period of 3 years (2014-2016), the value of BOR in the Room of Obstetrics and Gynecology decreased and has not reached the ideal BOR. There were patients who complained through boxes and suggestions related to customer inconvenience to services in inpatient room of obstetrics and gynecology in the second half of 2016. So the problem raised in this study was the decrease in Bed Occupancy Rate (BOR) in the room of obstetrics and gynecology of Aisiyiah General Hospital Ponorogo in 2015 - 2016 of 7.31% and it will be analyzed based on service convenience theory.

The purpose of this research in general is to provide recommendation for improvement of admission in the room of obstetrics and gynecology in Aisiyiah General Hospital Ponorogo based on service convenience analysis. The specific objectives of the research are 1) to identify the description of the factors of the patients who receive the services in the obstetrics and gynecology ward of Aisiyiah General Hospital Ponorogo covering the characteristics of individuals based on age, education and income 2) to Identify the description of hospital factors including service environment, patients information, service system design in Aisiyiah General Hospital Ponorogo, 3) to identify the description of service convenience component in intensive care and obstetric wards of Aisiyiah General Hospital Ponorogo, 4) to analyze the effect of decision convenience, access convenience, transaction convenience, benefit convenience and post benefit convenience to satisfaction and loyalty in the room of obstetric and gynecology in Aisiyiah General Hospital Ponorogo, 5) to analyze the influence of satisfaction on loyalty in the room of obstetrics and gynecology in Aisiyiah General Hospital Ponorogo.

This type of the research is an observational analytical study by using the cross sectional design. The location and time of the study were in the room of obstetrics and gynecology in Aisiyiah General Hospital Ponorogo in November - May 2018. The population in this study was inpatients who had undergone hospitalization for at least 24 hours and the patient who were going to go home. By using the consecutive sampling technique, the number of samples was 90 people. Technique of collecting data used is interview with questionnaire guide. Data analysis used is simple linear regression statistic test and multiple linear regression statistic test.

The characteristics of patients in the room of obstetrics and gynecology in Aisiyiah General Hospital Ponorogo in 2018 are mostly aged 25-35 years old, with high education category D3 / S1 / S2 graduate and middle income. The majority of patient provide good assessment of service environment, consumer information dan good enough to service design system. The majority of patients provide easy judgement on decision convenience. However, some patients provide

easy enough assessments of access convenience, transaction convenience, benefit convenience and post benefit convenience. Patient satisfaction of Aisyiyah General Hospital Ponorogo is in good category which means the customers feel satisfied and willing to use health service of Aisyiyah General Hospital Ponorogo back when needed (loyal).

The result of multiple linear regression test shows that is influence between decision convenience ($p=0,015$, $\beta=0,218$), transaction convenience ($p=0,030$, $\beta=0,179$), benefit convenience ($p=0,0001$, $\beta=0,422$) and posbenefit convenience ($p=0,001$, $\beta=0,269$) to patient satisfaction. Access convenience has no effect on patient satisfaction. There is influence between decision convenience ($p=0,0001$, $\beta=0,347$), access convenience ($p=0,0001$, $\beta=0,334$), and benefit convenience ($p=0,035$, $\beta=0,198$) to loyalty. But there is no influence between transaction convenience and post benefit convenience to loyalty and there is influence between satisfaction with loyalty ($p=0,0001$, $\beta=0,545$).

Recommendations for Aisyiyah General Hospital in order to improve admission are improvements and additions of facilities like providing registration place near Emergency Room (ER) space, making JKN patient's inpatient care system in SIMRS in room, providing parking area and making access or road, EDC and ATM machine, AC for room non VIP. Increasing human resources through the provision of training through inhouse training as well as external training for ER personnel, providing customer service training to officers, the addition of physicians specialist obstetrics and gynecology, child and anesthesia, making service improvement by evaluating practice hours and doctor's visits, increasing doctors' commitment with hospital management on practice hours, optimization of free patient shuttle program for inner city area, making cost notification via sms gateway or whatsapp connected to SIMRS and activating Obstetrics Service Comprehensive Neonatal Emergency (PONEK) in ER and midwives in 3 shift scheduling at ER.

RINGKASAN

**Analisis Service Convenience Sebagai Upaya Peningkatan Admisi
di Ruang Rawat Inap Kandungan dan Kebidanan
Rumah Sakit Aisyiyah Ponorogo**

Rumah Sakit Umum Aisyiyah adalah salah satu rumah sakit swasta tipe C di Ponorogo yang memiliki tugas dan fungsi untuk memberikan perawatan kesehatan secara profesional. Dalam kurun waktu 3 tahun (Tahun 2014-2016), nilai BOR di Ruang Rawat Inap dan Kandungan mengalami penurunan dan belum mencapai BOR ideal. Terdapat komplain pasien melalui kotak dan saran terkait ketidaknyamanan pelanggan terhadap pelayanan di ruang rawat inap kandungan dan kebidanan pada semester kedua tahun 2016. Sehingga masalah yang diangkat dalam penelitian ini adalah menurunnya *Bed Occupancy Rate* (BOR) di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo tahun 2015 – 2016 sebesar 7,31% dan akan dilakukan analisis berdasarkan teori *service convenience*.

Tujuan dari penelitian ini secara umum adalah memberikan rekomendasi upaya peningkatan admisi di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo berdasarkan analisis *service convenience*. Tujuan khusus penelitian adalah 1) Mengidentifikasi gambaran faktor konsumen yang mendapat pelayanan di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo yang meliputi karakteristik individu berdasarkan umur, pendidikan dan penghasilan 2) Mengidentifikasi gambaran faktor rumah sakit yang meliputi *service environment*, *consumer information*, *service system design* di RSUD Aisyiyah Ponorogo, 3) Mengidentifikasi gambaran komponen *service convenience* di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo, 4) Menganalisis pengaruh *decision convenience*, *access convenience*, *transaction convenience*, *benefit convenience* dan *post benefit convenience* terhadap kepuasan dan loyalitas di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo, 5) Menganalisis pengaruh kepuasan terhadap loyalitas di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo

Jenis penelitian yang dilakukan merupakan penelitian analitik observasional dengan rancang bangun *cross sectional*. Lokasi dan waktu penelitian adalah di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo pada bulan November - Mei tahun 2018. Populasi pada penelitian ini adalah pasien rawat inap yang sudah menjalani rawat inap minimal selama 24 jam dan pasien akan pulang. Teknik pengambilan sampel *consecutive sampling* dengan jumlah sampel sebanyak 90 orang. Teknik pengumpulan data menggunakan wawancara dengan panduan kuesioner. Analisis data menggunakan uji statistik regresi linier sederhana dan uji statistik regresi linier berganda.

Karakteristik pasien di ruang rawat inap kandungan dan kebidanan RSUD Aisyiyah Ponorogo tahun 2018 adalah sebagian besar berusia 25 – 35 tahun, dengan kategori pendidikan tinggi yaitu tamatan D3/S1/S2 dan berpenghasilan sedang. Pasien memberikan penilaian baik terhadap *service environment*, *consumer information* dan cukup baik terhadap *service design system*. Mayoritas pasien memberikan penilaian mudah terhadap *decision convenience*. Namun, beberapa pasien memberikan penilaian cukup mudah terhadap *access*

convenience, *transaction convenience*, *benefit convenience* dan *post benefit convenience*. Kepuasan pasien RSUD Aisyiyah Ponorogo berada pada kategori puas artinya pelanggan merasa puas dan bersedia menggunakan pelayanan kesehatan RSUD Aisyiyah Ponorogo kembali ketika dibutuhkan (loyal)

Hasil uji statistik regresi linier berganda menunjukkan bahwa ada pengaruh antara *decision convenience* ($p=0,015$, $\beta=0,218$), *transaction convenience* ($p=0,030$, $\beta=0,179$), *benefit convenience* ($p=0,0001$, $\beta=0,422$) dan *postbenefit convenience* ($p=0,001$, $\beta=0,269$) terhadap kepuasan pasien. *Access convenience* tidak berpengaruh terhadap kepuasan pasien. Ada pengaruh antara *decision convenience* ($p=0,0001$, $\beta=0,347$), *access convenience* ($p=0,0001$, $\beta=0,334$), dan *benefit convenience* ($p=0,035$, $\beta=0,198$) terhadap loyalitas. Namun tidak terdapat pengaruh antara *transaction convenience* dan *post benefit convenience* terhadap loyalitas serta terdapat pengaruh antara kepuasan terhadap loyalitas ($p=0,0001$, $\beta=0,545$).

Rekomendasi untuk RSUD Aisyiyah dalam rangka meningkatkan admisi adalah perbaikan dan penambahan sarana prasarana yaitu tempat pendaftaran di dekat ruang IGD, pembuatan sistem penjaminan pasien JKN rawat inap dalam SIMRS di ruang rawat inap, area parkir dan membuat akses atau jalan, mesin EDC dan ATM, AC untuk kamar non VIP. Peningkatan sumber daya manusia melalui pemberian pelatihan melalui *inhouse training* maupun *external training* untuk petugas IGD, pelatihan *customer service* kepada petugas, penambahan Dokter Spesialis Kandungan dan Kebidanan, Anak dan Anastesi. peningkatan Pelayanan dengan cara melakukan evaluasi jam praktek dan *visite* dokter, meningkatkan komitmen dokter dengan manajemen RS mengenai respon time, optimalisasi program antar jemput pasien gratis untuk area dalam kota, membuat notifikasi biaya melalui sms *gateway* maupun *whatsapp* yang terhubung dengan SIMRS dan pengaktifan Pelayanan Obstetri Neonatal Emergency Komprehensif (PONEK) di IGD dan penjadwalan bidan 3 shift di IGD.

ABSTRACT

Service Convenience Analysis As An Effort to Increase Admission in the Room of Obstetrics and Gynecology in Aisyiyah General Hospital Ponorogo

Aisyiyah General Hospital is one of the C type private hospitals in Ponorogo. In the period of 3 years (2014-2016), the value of BOR in the Inpatient Room of obstetrics and Gynecology decreased and has not reached the ideal BOR. In the period of 2015-2016, the value of BOR decreased by 7.31%. The purpose of this study was to develop recommendations for improvement of admissions in inpatient room of obstetrics and gynecology based on service convenience analysis. The type of the research is an observational analytical study with cross sectional design. The location and time of the study were in the inpatient room of obstetrics and gynecology in Aisyiyah Hospital in Ponorogo in November - May 2018. The population in this study was the inpatients who had undergone hospitalization for at least 24 hours and the patients who were going to go home. By using the consecutive sampling technique, the number of samples of the patients was 90 people. The results indicate that the majority of patients have a good assessment of the decision convenience and have a good enough appraisal of access convenience, transaction convenience, benefit convenience and post benefit convenience and hospital factors (service system design). The result of multiple linear regression test shows that there is influence between decision convenience ($p=0,015$, $\beta=0,218$), transaction convenience ($p=0,030$, $\beta=0,179$), benefit convenience ($p=0,0001$, $\beta=0,422$) and posbenefit convenience ($p=0,001$, $\beta=0,269$) to patient satisfaction. Access convenience has no effect on patient satisfaction. There is influence between decision convenience ($p=0,0001$, $\beta=0,347$), access convenience ($p=0,0001$, $\beta=0,334$), and benefit convenience ($p=0,035$, $\beta=0,198$) to loyalty. But there is no influence between transaction convenience and post benefit convenience to loyalty and there is influence between satisfaction with loyalty ($p=0,0001$, $\beta=0,545$). The conclusion of the research: Recommendations for Aisyiyah General Hospital Ponorogo in order to improve admission are improvement and addition of infrastructure, improvement of human resources and improvement of service system.

Keywords: service convenience, patient satisfaction, loyalty, hospital admission

ABSTRAK

**Analisis *Service Convenience* Sebagai Upaya Peningkatan Admisi
di Ruang Rawat Inap Kandungan dan Kebidanan
Rumah Sakit Umum Aisyiyah Ponorogo**

Rumah Sakit Umum Aisyiyah adalah salah satu rumah sakit swasta tipe C di Ponorogo. Dalam kurun waktu 3 tahun (Tahun 2014-2016), nilai BOR di Ruang Rawat Inap dan Kandungan mengalami penurunan dan belum mencapai BOR ideal. Pada Tahun 2015-2016, nilai BOR menurun sebesar 7,31%. Tujuan dari penelitian ini adalah untuk menyusun rekomendasi upaya peningkatan admisi di ruang rawat inap kandungan dan kebidanan berdasarkan analisis *service convenience*. Metode penelitian: Jenis penelitian yang dilakukan merupakan penelitian analitik observasional dengan rancang bangun *cross sectional*. Lokasi dan waktu penelitian adalah di ruang rawat inap kandungan dan kebidanan RSU Aisyiyah Ponorogo pada bulan November – Mei tahun 2018. Populasi pada penelitian ini adalah pasien rawat inap yang sudah menjalani rawat inap minimal selama 24 jam dan pasien akan pulang. Teknik pengambilan sampel *consecutive sampling* dengan jumlah sampel sebanyak 90 orang. Hasilnya menunjukkan bahwa mayoritas pasien memiliki penilaian yang baik terhadap *decision convenience* dan memiliki penilaian cukup baik terhadap *access convenience*, *transaction convenience*, *benefit convenience* dan *post benefit convenience* dan faktor rumah sakit (*design system jasa*). Hasil uji statistik regresi linier berganda menunjukkan bahwa ada pengaruh antara *decision convenience* ($p=0,015$, $\beta=0,218$), *transaction convenience* ($p=0,030$, $\beta=0,179$), *benefit convenience* ($p=0,0001$, $\beta=0,422$) dan *posbenefit convenience* ($p=0,001$, $\beta=0,269$) terhadap kepuasan pasien. *Access convenience* tidak berpengaruh terhadap kepuasan pasien. Ada pengaruh antara *decision convenience* ($p=0,0001$, $\beta=0,347$), *access convenience* ($p=0,0001$, $\beta=0,334$), dan *benefit convenience* ($p=0,035$, $\beta=0,198$) terhadap loyalitas. Namun tidak terdapat pengaruh antara *transaction convenience* dan *post benefit convenience* terhadap loyalitas serta terdapat pengaruh antara kepuasan terhadap loyalitas ($p=0,0001$, $\beta=0,545$). Namun tidak terdapat pengaruh antara *transaction convenience* dan *post benefit convenience* terhadap loyalitas serta terdapat pengaruh antara kepuasan terhadap loyalitas. Rekomendasi untuk RSU Aisyiyah Ponorogo dalam rangka meningkatkan admisi adalah perbaikan dan penambahan sarana prasarana, peningkatan sumber daya manusia serta perbaikan sistem pelayanan.

Kata kunci: kenyamanan layanan, kepuasan pasien, loyalitas dan admisi rumah sakit